



LOGO PLACEMENT GUIDE

THE MARK USAGE IN CREDIT TO THE STATE

FORM OF FILM, TELEVISION OR INTERACTIVE GAME CREDIT TO THE STATE OF LOUISIANA

State certified productions are required to include an embedded Louisiana Entertainment logo within the completed product or an alternative marketing option(s) as agreed upon by the Louisiana Office of Entertainment Industry Development (OEID).

Feature film project shall include a five-second long static logo in full color that promotes Louisiana in the end credits before any other prominent logo on its own line for the life of the project.

Television project shall include an embedded five-second static logo in full color (or black or white on a colored background - details on page 8) that promotes Louisiana during each broadcast in the body of the program; to be placed in the opening title sequence, as a bumper into or out of a commercial break; or in a prominent position in each single's project's end credits with no less than a half screen exposure, which includes a link to www.louisianaentertainment.gov on the project's web page.

Comercial projects shall include an embedded Louisiana Entertainment logo on the product's website near the commercial, with a link or hyperlink to www.louisianaentertainment.gov.

Interactive game projects shall include 15-second Louisiana Entertainment advertisements in units sold and embedded online promotions.

THE MARK PRIMARY & SECONDARY LOGO ELEMENTS

The LED Entertainment logo was designed to provide a bold, memorable mark. It represents its identity as the state's entertainment program and its relationship with LED in all forms of communication.

The components that make up the logo are the symbol and the logotype. The symbol and logotype are a single unit created by an established relationship, therefore cannot be separated or changed. (See below)

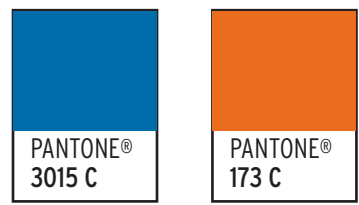
PRIMARY LOGO

The Pantone color for the Primary and Secondary Symbols are always PMS 3015 C.

The Pantone color for the Logotypes are always PMS 173 C.



LOGO COLORS



THE MARK SAFETY ZONE + SCALE

Like any company asset, our Mark needs to be protected. The Mark should not be altered in any way. Strict adherence to its correct usage will preserve its visual impact, ensure immediate recognition, enforce consistency and keep the identity strong. Proper use of the Mark is described on the following pages. It is important that the following elements are followed and are consistent in every instance where this logo is used.

SAFETY ZONE

For the logo to communicate effectively, it should not be crowded or overwhelmed by other elements such as other logos, text, imagery or the outside edge of the printed piece. The safety zone or “clear space” simply means keeping the area surrounding the logo free of visual distraction. This protected area preserves the legibility and visual impact of the logotype and is used to ensure it retains a strong presence wherever it appears. The logo should always be framed on all sides with a minimum clear space that is equal to the height of the “L” (“L” space) in the logotype. This allows the entire Mark to be larger within its given area. On signage and facilities, the protected area may vary according to the specific application. When possible, allow even more space around the Mark.

CLEAR SPACE



SCALE

To ensure the readability and presence of the logo, a minimum size of 1" wide should be used. The minimum size for Internet use is 110 pixels wide for screen resolution (72 DPI).

The logo should always be scaled proportionately at a ratio of 1:0.2879, Logo B should always be scaled proportionately at a ratio of 1:0.2507 and Logo C should always be scaled proportionately at a ratio of 1:0.3765.

STANDARD SIZE



MINIMUM SIZE



THE MARK INCORRECT USAGE

The Mark is fundamental to the communications and should never be compromised. Maintaining the long-term impact and integrity of the LED Entertainment logo is one of the key objectives of this identity program. It is important to retain a consistent use of the Mark and always reproduce the Mark from original artwork.

Protect the integrity of the LED Entertainment identity by being aware of the improper logo usage illustrated in the examples below.

Do not change colors, transpose company colors, or use unapproved colors.



LOUISIANA
ENTERTAINMENT

The image shows the words "LOUISIANA" and "ENTERTAINMENT" stacked. "LOUISIANA" is in a bold, purple, sans-serif font, and "ENTERTAINMENT" is in a bold, green, sans-serif font. A red diagonal line is drawn across the logo from the bottom left to the top right.

Do not use an outlined version of the symbol.



LOUISIANA
ENTERTAINMENT

The image shows the words "LOUISIANA" and "ENTERTAINMENT" stacked. "LOUISIANA" is in a blue, outlined, sans-serif font, and "ENTERTAINMENT" is in a solid orange, sans-serif font. A red diagonal line is drawn across the logo from the bottom left to the top right.

Do not use an alternate typeface in logotype or in symbol.



LOUISIANA
ENTERTAINMENT

The image shows the words "LOUISIANA" and "ENTERTAINMENT" stacked. "LOUISIANA" is in a bold, blue, sans-serif font, and "ENTERTAINMENT" is in a bold, orange, sans-serif font. A red diagonal line is drawn across the logo from the bottom left to the top right.

Do not substitute words in logotype.



LOUISIANA
FILM INDUSTRY

The image shows the words "LOUISIANA" and "FILM INDUSTRY" stacked. "LOUISIANA" is in a bold, blue, sans-serif font, and "FILM INDUSTRY" is in a bold, orange, sans-serif font. A red diagonal line is drawn across the logo from the bottom left to the top right.

Do not use an alternate typeface in the tagline.



LOUISIANA
ENTERTAINMENT
Film / Interactive / Live / Music

The image shows the words "LOUISIANA" and "ENTERTAINMENT" stacked. "LOUISIANA" is in a bold, blue, sans-serif font, and "ENTERTAINMENT" is in a bold, orange, sans-serif font. Below them is the tagline "Film / Interactive / Live / Music" in a blue, sans-serif font. A red diagonal line is drawn across the logo from the bottom left to the top right.

THE MARK INCORRECT USAGE

Do not substitute or change any word/words in logo or tagline.



LOUISIANA
ENTERTAINMENT
Louisiana Film, music, live & Interactive Industry

Do not reset space within the Mark.



LOUISIANA
ENTERTAINMENT

Do not use bevel or embossing, drop shadows, inner shadows, glowing effects, feathering, or any other visual effects.



LOUISIANA
ENTERTAINMENT



LOUISIANA
ENTERTAINMENT

Do not modify the fleur-di-lis or any other part of the mark.



LOUISIANA
ENTERTAINMENT

Do not stretch, scale or distort the Mark in any way.



LOUISIANA
ENTERTAINMENT



LOUISIANA
ENTERTAINMENT

Do not use with another logo or symbol.



LOUISIANA
ENTERTAINMENT

THE MARK INCORRECT USAGE

Do not frame or enclose the Mark.



Do not place the Mark on any complicated backgrounds and do not place black logo on colored backgrounds.



Do not use regular colored logo on colored backgrounds.
(See approved options for similar instances on page 7 & 8)



Do not change proportions of the mark, separate or move words or create a new lockup.



On the black or white logo versions, do not move words, place on designed background or frame.



Do not use in headlines or sentences.

Also, do not duplicate logo on the same page.

WHEN IT COMES TO THE ENTERTAINMENT
INDUSTRY, LOOK TO THE TEAM AT **LOUISIANA**
ENTERTAINMENT.

THE MARK APPROVED LOGO OPTIONS

In instances where a single color logo is needed, either solid white on black, or solid black on white, may be used. If a single color is needed on top of a colored background, use a solid white logo. Avoid using solid black logo on any background but white.

Do not use logo on top of patterned background or a photo unless there is enough contrast between the colors, the colors work harmoniously (do not clash) and the clear space requirements are upheld.

In instances when logo is used with other company logos, use the solid black logo or solid white logo (depending on the background) if there is not enough contrast between the colors and the colors do not work harmoniously. In these cases always make sure the clear space requirements are upheld. See examples below.

PRIMARY LOGO ADDITIONAL OPTIONS

Colored logo on black background should be used for on-screen purposes only.

